

A Study of the Factors Influencing the Generation of Consumer Buying Behavior in Blind Box Marketing

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Abstract: As a new marketing model, blind box marketing has been sought after by consumers and various industries. Based on the perspective of customer perception value and marketing stimulus, using SPSS25.0 and AMOS24.0 software empirical analysis, finally got the relevant research conclusion, in the blind box marketing perception beautiful, perception entertainment, interactive experience for consumer purchase motivation and behavior, perceived quality of consumer purchase motivation and promotion activities have significant positive impact on consumer buying behavior, consumer purchase motivation in the perception quality, entertainment, interactive experience and the intermediary effect between consumer purchase behavior. Through the above research, relevant suggestions have been provided for blind box marketing.

1. Introduction

With the enrichment of material things and the increase of purchasing power, people's acceptance of products that meet emotional needs increases. Blind boxes and other novel products were born. The so-called blind box, also called "surprise toy", belongs to the trend of toys, consumers can not directly see the specific style inside from the outer packaging, only open will know what their doll image. The sales unit price of blind box products is not high, but it has generated a sales volume of 100 million yuan. According to the "95 Players' Hand Cutting List" released by Tmall in 2020, among the most "expensive" hobbies of the post-1995 generation, it ranked first, and the sales of the brand on the Double 11 Day has exceeded 140 million yuan. The data provided by IMedia Consulting shows that the market size of China-fashion play economy has reached 29.48 billion yuan in 2020 We can see the economic effect brought by the "blind box fever". On the basis of the existing research, this paper intends to empirically study the influencing factors of consumer purchasing behavior in blind box marketing from the two major drivers of customer perception value and marketing stimulation, which is helpful to expand the theoretical research of blind box marketing model, and can also provide reference for related enterprises.

2. Literature review and research hypotheses

2.1 Blind box and blind box marketing

Blind box (Blind box) is a box containing peripheral products or dolls of animation and film. After opening the box, consumers will know what is in the box ^[1]. Combined with the definition of probability product, blind box can be called a new type of probability product. The popularity of blind box cannot be separated from its unique marketing model, that is, the uncertainty and sense of surprise on which the consumption of blind box depends, which accurately grasps people's consumption psychology^[2].

2.2 The relationship between customers 'perceived value and consumers' purchasing motivation and behavior in the blind box marketing

Zhang Yi et al (2022) introduced the concept of perceived value when the empirical analysis generated the blind box purchase intention, and divided it into functional value, emotional value and social value^[3]. Therefore, there is some theoretical basis for studying the relationship between customer's perceived value and consumer's purchasing motivation and behavior in the "blind box marketing". The specific research is as follows:

Sensing the quality, price and service of products under the network condition may make consumers feel inclined to buy. These external stimuli will change the perceived value of consumers, thus affecting consumers' purchasing behavior^[4]. For example, when we launched the new IP character penny, the beautiful design of the forest series caused us to steal, and even sold at a high price; but when launching the Christmas series, the products in its promotional video showed obvious quality defects, which made many consumers hesitate. The following assumptions are made accordingly:

H1a: The perceived quality in the blind box marketing has a significant positive impact on consumers' purchasing motivation.

H2a: Perceived quality in blind box marketing has a significant positive impact on consumer purchasing behavior.

Blind box is a symbol representing "cute interest", and its emotions bring into the sense and appreciation, and become the emotional cornerstone of their being sought after by players^[5]. In the blind box consumption experience, the sensory factor is the most important. If the sensory factor is not satisfied, it will cause the dissatisfaction of Gen Z consumers^[6]. The following assumptions are made accordingly:

H1b: The perceived aesthetics in blind box marketing has a significant positive impact on consumers' purchasing motivation.

H2b: The perceived beauty of blind box marketing has a significant positive impact on consumer purchasing behavior.

Consumers believe that buying blind boxes is the main way to express themselves, which stimulates consumers' expectation for surprise and transforms consumption into continuous behavior^[7]. From the psychological point of view, the blind box adopts the random probability mechanism, which triggers the consumers' curiosity psychology and gamblers' mentality, and then promotes their purchase behavior^[8]. The following assumptions are made accordingly:

H1c: The perceived entertainment in blind box marketing has a significant positive impact on consumers' purchasing motivation.

H2c: Perceived entertainment in blind box marketing has a significant positive impact on consumer purchasing behavior.

2.3 The relationship between marketing stimulation and consumers' purchasing motivation and behavior in blind box marketing

According to Philip Kotler's "stimulus-response" model of consumer behavior, consumers' purchasing behavior is caused by marketing stimuli and psychological reactions. Blind box consumption can be called a kind of self-pleasing consumption or hedonic consumption, and the consumers who produce this kind of consumption behavior are more sensitive to the promotion perception and prone to impulse purchase, under the stimulation of the price will produce the pursuit of cheap purchase motivation^[9]. Peck J et al. (2006) believe that the significant increase in the frequency of impulsive buying behavior is due to the marketing stimulation of product discounts and the situation of the store^[10]. The following assumptions are made accordingly:

H3a: Promotion activities in blind box marketing have a significant positive impact on consumers' purchasing motivation.

H4a: Promotion activities in blind box marketing have a significant positive impact on consumers' purchasing behavior.

The interaction between blind box buyers and other players meets their related needs and brings a sense of pleasure and satisfaction to consumers^[11]. Specifically, in terms of action experience, a series of special interactive experiences such as fan interaction, game interaction and city-city interaction of blind box merchants enable consumers to participate in and integrate into the interactive situation, arousing the resonance of merchants and consumers, thus constantly stimulating consumers to buy repeatedly. In terms of related experience, consumers' interactive sharing under a large number of high-heat blind box related topics meets their social needs, thus stimulating consumers' willingness to continue buying^[12]. Accordingly, the following assumptions are made:

H3b: The interactive experience in blind box marketing has a significant positive impact on consumers' buying motivation.

H4b: Interactive experience in blind box marketing has a significant positive impact on consumers' purchasing behavior.

2.4 The relationship between consumers' purchasing motivation and behavior in the blind box marketing

The author is a primary blind box player. Starting from my own experience of playing the blind box, I believe that the purchase behavior generated by consumers in the blind box marketing includes not only rational purchase, but also impulsive purchase behavior. However, most domestic and foreign scholars believe in the "stimulation-body-response" model that impulsive buying behavior is mainly influenced by stimulation factors and emotional factors. Chang Yaping et al. (2012) pointed out that consumers' impulse purchase intention and impulse purchase behavior are different from each other and related to each other, and whether the strong purchase desire produces the actual purchase is also affected by other factors^[13]. Therefore, it is a certain basis to explore whether the consumer purchasing motivation can be used as an intermediary variable in the blind box marketing. Accordingly, the following assumptions are made:

H5: In blind box marketing, consumers' purchasing motivation has a significant positive impact on purchasing behavior.

According to the characteristics of the blind box marketing and the above analysis, it can be found that the customer perceived value of three dimensions: perceived beauty, perceived quality, entertainment and two dimensions of marketing stimulus: promotion and interactive experience affect the consumer purchase behavior, and consumer purchase motivation as an intermediate variable intermediary effect, according to the above, construct the research model of this paper, as shown in Figure 1.

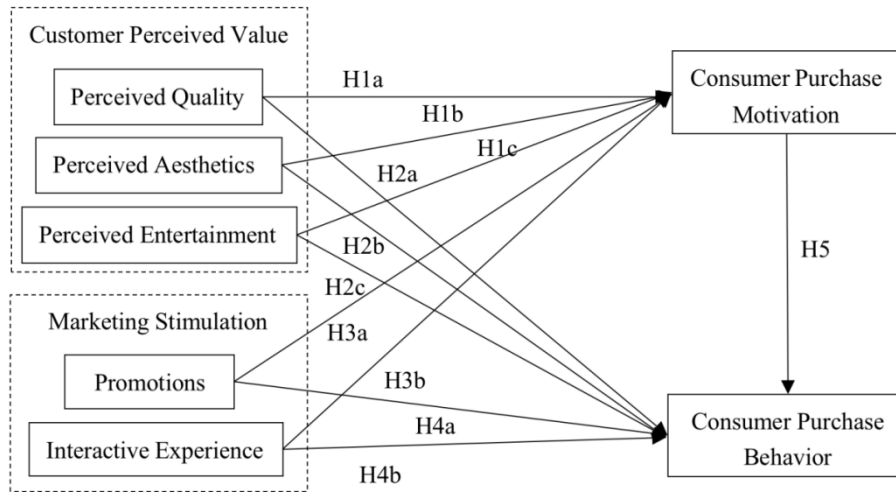


Figure 1: A theoretical model

3. Study design

3.1 Data source

This questionnaire survey mainly adopts the online method. In order to ensure the accuracy and authenticity of the information, the respondents will randomly visit the respondents. "Blind box" is a relatively young product, so the distribution object of this questionnaire is mainly determined as the young groups such as college students and office workers. In order to enable the collected data to provide practical suggestions for blind box marketing through analysis, this survey was also specially distributed in the fan group of Bubble Mart, Bunny, Dimoo and other blind box fan groups in Zhengzhou. According to statistics, a total of 445 questionnaires were issued in this survey, and 445 were actually recovered. Through screening and elimination, 385 valid questionnaires were obtained, among which 83 had never bought blind boxes products. Therefore, descriptive analysis of 385 data was conducted for descriptive analysis, focusing on the remaining data of 302 copies that had bought blind boxes or boxes.

3.2 Selection of variables and descriptive statistics

On the basis of reference above literature research, combined with the theoretical model and blind box marketing characteristics, this study designed the corresponding Likert 5 grade scale, the independent variables including perception quality, beauty, entertaining, promotional activities, interactive experience, each has five test items, intermediary variables for blind box marketing consumer buying motivation, designed four specific measures, dependent variable for blind box marketing consumer purchasing behavior in marketing, including three measurement standards.

From the basic characteristics of the samples, 64.7% are between 20 and 25, 41.8% know the blind boxes and 34.8% know the blind boxes, and 78.4%, most of the young consumers have purchased different types of blind boxes and participated in the marketing of blind boxes.

4. Positive results and analysis

4.1 Reliability and validity analysis

In this study, the Cronbach's Alpha values and the tests of KMO and Bartlett were used to test the

reliability and validity of the statistical samples. After analysis, the coefficient of Cronbach's Alpha for all variables was above 0.7, indicating that it meets the reliability condition and has high reliability. The KMO metric was 0.819, greater than 0.8, with high validity. Combined with exploratory factor analysis, it is found that the factor load of each item is greater than 0.7, and the factor load of other variables is less than 0.7, so it has good convergent validity and discriminatory validity. Each dimension is clearly divided and the structure is good, and the questionnaire has passed the validity test.

4.2 Correlation analysis

Table 1: Correlation analysis between the various variables

		Perceived quality	Perceived beautiful	perceived enjoyment	sales promotion	Interactive experience	consumer motive in purchasing	consumer purchasing behavior
perception quality	Pearson relativity	1						
	conspicuousness (bilateral)							
	N	302						
Perceived beautiful	Pearson relativity	0.039	1					
	conspicuousness (bilateral)	0.502						
	N	302	302					
perception entertainment	Pearson relativity	0.072	.214**	1				
	conspicuousness (bilateral)	0.214	.000					
	N	302	302	302				
sales promotion	Pearson relativity	0.002	.381**	.353**	1			
	conspicuousness (bilateral)	0.972	.000	.000				
	N	302	302	302	302			
Interactive experience	Pearson relativity	0.081	.307**	.281**	.275**	1		
	conspicuousness (bilateral)	0.162	.000	.000	.000			
	N	302	302	302	302	302		
Consumer motivation to buy	Pearson relativity	0.061	.269**	.222**	.235**	.305**	1	
	conspicuousness (bilateral)	0.291	.000	.000	.000	.000		
	N	302	302	302	302	302	302	
Consumer purchase behavior	Pearson relativity	0.033	.327**	.374**	.328**	.309**	.396**	1
	conspicuousness (bilateral)	0.565	.000	.000	.000	.000	.000	
	N	302	302	302	302	302	302	302

** Significant correlation was found at the 0.01 level (bilateral)

In the correlation analysis, we usually use the correlation coefficient to describe the degree and direction of this linear relationship, which is generally represented by the Pearson coefficient. The independent variables in this study: perceived quality, perceived beauty, perceived entertainment, promotional activities, interactive experience, and intermediate variables — consumer purchasing motivation and dependent variable — consumer purchasing behavior are shown in the following table:

According to the data in Table 1, we can see that the significance of each variable is less than the test level 0.01 is less than the criterion, which is statistically significant, and the Pearson value between most variables is more than 0.3, indicating that there is a significant positive correlation of moderate strength between the variables.

4.3 Model analysis of the structural equations

Because this study involves variables with latent variables, is not one-to-one relationship between the variables, and contains intermediate variables, in order to perception quality, beauty, entertainment, promotional activities, interactive experience, consumer purchase motivation and consumer purchase behavior relationship further comb, more scientific conclusion, so the choice of structure equation model, using AMOS24.0 to test the theoretical model proposed in this paper, the analysis results are as follows:

4.3.1 Confirmatory factor analysis

(1) Structural validity

Table 2: The overall fitting coefficient table

X ² /df	RMSEA	GFI	AGFI	CFI	IFI	TLI	NFI
1.238	0.028	0.935	0.914	0.984	0.984	0.98	0.922

According to the data in Table 2, X²The value of / df is 1.238, less than 3, ideal; RESEA is 0.028, less than 0.05, ideal; GFI, AGFI, CFI, IFI, IFI, TLI and NFI are greater than 0.9. Overall, the overall model fit was good.

(2) Collection validity

According to the analysis of factor load, it can be seen that the corresponding representativeness of the latent variables of perceptual quality, perceived beauty, perceived entertainment, promotional activities, interactive experience, consumer purchasing motivation and consumer purchasing behavior is higher. At the same time, the AVE of each latent variable is greater than 0.5, and the combined reliability is greater than 0.7, indicating that it has ideal aggregation efficiency.

(3) Discriminatory validity

Table 3: Differentiating validity

	Perceived quality	Perceived beautiful	perceived enjoyment	sales promotion	Interactive experience
Perceived quality	0.687				
Perceived beautiful	0.033***	0.586			
perceived enjoyment	0.042***	0.029***	0.49		
sales promotion	0.038***	0.026***	0.031***	0.503	
Interactive experience	0.048***	0.033***	0.039***	0.038***	0.563
AVE square root	0.829	0.766	0.701	0.709	0.750

*** Represents a p-value less than 0.001, and the diagonal is the amount of variance variation extracted for AVE evaluation

According to the data in Table 3, that all variables have a significant correlation with each other, and the absolute value of the correlation coefficient is less than 0.5, and it is less than the

corresponding AVE square root, indicating that each variable has a certain correlation and a certain degree of differentiation, that is, the differentiation validity of the scale data is obvious.

4.3.2 Analysis of the structural equation models

Table 4: Results of the structural model analysis

Variable 1	way	Variable 2	Estimate	S.E.	C.R.	P
Consumer motivation to buy	<---	Perceived quality	0.149	0.057	2.152	0.031
Consumer motivation to buy	<---	Perceived beautiful	0.233	0.087	3.33	***
Consumer motivation to buy	<---	perceived enjoyment	0.171	0.08	2.238	0.025
Consumer motivation to buy	<---	sales promotion	0.092	0.088	1.241	0.215
Consumer motivation to buy	<---	Interactive experience	0.272	0.061	3.891	***
Consumer purchase behavior	<---	Perceived quality	0.038	0.059	0.615	0.539
Consumer purchase behavior	<---	Perceived beautiful	0.147	0.093	2.254	0.024
Consumer purchase behavior	<---	perceived enjoyment	0.258	0.085	3.659	***
Consumer purchase behavior	<---	sales promotion	0.169	0.092	2.523	0.012
Consumer purchase behavior	<---	Interactive experience	0.181	0.065	2.788	0.005
Consumer purchase behavior	<---	Consumer motivation to buy	0.246	0.081	3.503	***

*** Represents a p-value of less than 0.001

According to the data in Table 4, the standardized path coefficient of "perceived quality consumer purchasing motivation" is 0.149, greater than 0, and the p-value is less than 0.05, indicating that that is, assuming H1a is established, assuming H1b, H1c, H3b, H2b, H2c, H4a, H4b, H5, H2a and H3a are not established.

Table 5: For mediation validation

way	indigo effect	Bias-Corrected		Percentile	
		95% CI		95% CI	
	evaluation	Lower	Upper	Lower	Upper
1. Perceived quality- -consumer purchasing motivation- -consumer purchasing behavior	0.037	0.009	0.092	0.003	0.075
2. Perception beauty- -consumer purchasing motivation- -consumer purchasing behavior	-	0.015	0.149	0.000	0.125
3. Perception of entertainment- -consumer purchasing motivation- - -consumer purchasing behavior	0.042	0.004	0.113	0.001	0.105
4. Promotion activities- -consumer purchase motivation- -consumer purchasing behavior	-	-0.004	0.110	-0.015	0.080
5. Interactive experience- -consumer purchasing motivation- -consumer purchasing behavior	0.067	0.019	0.164	0.011	0.147

Most of the study hypotheses were verified. However, compared with the general marketing model, promotional activities have no significant impact on consumers 'purchasing motivation and perceived quality on consumers' purchasing behavior. When product prices fall or take other promotional activities, consumers may directly purchase behavior, rather than think prices satisfy the cheap motivation, it and blind box product target customers is usually has a certain level of young people,

in the blind box marketing price is not the main factors affecting consumption. At the same time, as a trendy toy, consumers pay more attention to the design and sales model of the product, which generates a purchase behavior of pursuing novelty and aesthetics. Compared with traditional products, the blind box does not use quality as its highlight to distinguish other products. This is the reason why the hypothesis that perceived quality has a significant positive effect on consumer purchase behavior in this marketing model has not been verified.

4.3.3 Mediation effect analysis

The verification results of the mediation effect of consumer purchasing motivation are shown in Table 5. In the perceived quality — consumer purchasing motivation — consumer purchasing behavior path, the Bias-Corrected method confidence interval is [0.009, 0.092] and the Percentile method is [0.003, 0.075], which shows that none include 0, indicating the existence of indirect effect. Similarly, it can be concluded that consumer purchasing motivation has an intermediary effect between perceived quality, perceived entertainment, interactive experience and consumer purchasing behavior, and has no intermediary effect between perceived beauty, promotional activities and consumer purchasing behavior.

5. Marketing advice

5.1 Continue the surprise, based on the IP design and product quality improvement, to create a "blind box + culture" ecosystem

Blind box belongs to the cultural and creative industry, with strong creativity and added value. The biggest feature that distinguishes it from other products is that it is "blind", that is, full of surprises and novelties, so in the future, we still need to develop and innovate this feature, add new ways to play and new fun. For example, the introduction of large hidden plus small hidden way to slightly expand the chances of consumers to buy the hidden models, without affecting the preciousness of the hidden models can stimulate consumers to purchase behavior. Translated with www.DeepL.com/Translator (free version). For fashionable play enterprises, IP design is the soul of their development. Only rich IP culture and very attractive appearance design can promote consumers to produce buying behavior. In terms of quality, although most consumers do not buy blind boxes with the pursuit of quality, when the quality of received products occurs, consumers will also choose to return or buy their competitive products. Therefore, in terms of products, enterprises must invest sufficient resources in IP design and quality improvement, pay attention to the cultural mining of IP, strengthen IP operation and develop its derivatives.

5.2 Create a high-quality interactive community and adopt appropriate promotional activities to enhance customer experience

Use a variety of social platforms and exclusive apps to create a strong social fan interactive community, open interactive topics and second-hand trading platforms, and add interactive games and other elements, in order to enhance consumer stickiness and improve their shopping experience. At the same time, the decoration of offline stores and other aspects should have more sense of participation and experience. For online stores, customer service training should be strengthened to make consumers get better service experience, and more interesting experience should be integrated in the layout design such as box drawing machine. According to the analysis, the price of the product will not affect the purchase behavior of consumers too much, so the frequency and range of promotion should not be too large, 299,399,499 and other different prices of blind boxes or other promotional

activities to enhance the perceived value of consumers, promote the purchase behavior.

5.3 Strengthen corporate sense of social responsibility, strengthen supervision, and guide rational consumption

At present, there is a phenomenon that everything can be blind in the market, such as "Indiana Jones" and "Lucky treasure box" in online games. Such virtual blind box products take advantage of the psychology of players' speculation and curiosity to attract consumption, which will greatly induce consumers to produce irrational consumption behavior with gambling nature. In addition, most of the consumers of the blind box are the teenagers, and their self-control ability and consumption concept are not perfect. The temptation of the blind box is easy to make teenagers addicted to themselves, and even advocate hedonism and speculation, etc., which affects their physical and mental health development. As an enterprise, in addition to considering profit, they should also enhance their due sense of social responsibility, guide consumers to correct value orientation and behavior choice, advocate rational purchase, and avoid the "crossing of the red line" of blind boxes. Relevant departments should also strengthen the supervision and regulation of the potential risks behind the blind box, make clear provisions on the sales mode and probability expression of the blind box, severely crack down on the black box operation and improper induction, and take the initiative to optimize the market environment of the blind box industry.

6. Conclusion

In the abundant consumer society, consumers are no longer limited to the consumption of practical products, but pay more attention to the perceived value brought by goods. The spiritual consumption demand exceeds the basic material consumption demand, leading to the emergence of emerging products such as blind boxes. The blind box marketing also emerged for the purpose of using consumers' novelty, showing off and experience, so as to quickly stimulate product sales and tap the consumption potential of users. Through empirical analysis, this study concluded that in the blind box marketing, beautiful perception, perceived entertainment, interactive experience to consumer buying motivation and behavior, perceived quality of consumer purchase motivation and promotion activities have significant positive influence on consumer buying behavior, consumer purchase motivation in the perception quality, entertainment, interactive experience and consumer buying behavior has intermediary effect. Accordingly, specific marketing suggestions are made to companies conducting blind box marketing in terms of continuing surprise, strengthening IP development and operation, creating high-quality interactive communities, adopting appropriate promotional activities, and enhancing social responsibility, and to the government and related departments in terms of strengthening supervision, in order to promote the blind box marketing model and related companies to achieve sustainable development.

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